

The Scranton Tribune

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O. F. BYMBER, Business Manager.New York Office: 109 Nassau St.
S. S. VELAND,
Sole Agent for Foreign Advertising.Entered at the Postoffice at Scranton, Pa., as
Second Class Mail Matter.When space will permit, the Tribune is always
glad to print short letters from its friends bearing
on current topics, but its rule is that they
must be signed, for publication, by the writer's real name. The editor reserves the right to accept
any letter, but the editor's opinion prior to ac-
ceptance is that all contributions shall be subject
to editorial revision.

THE FLAT RATE FOR ADVERTISING.

The following table shows the price per inch
each insertion, space to be used within one year:DISPLAY..... Rate per Inch
Paper..... Readings..... Position
100 inches..... \$20..... \$20..... \$24
150 "..... \$25..... \$25..... \$25
200 "..... \$30..... \$30..... \$35
250 "..... \$35..... \$35..... \$35
300 "..... \$40..... \$40..... \$38For cards of thanks, resolutions of congratulation
and similar contributions in the nature of a
line, writing the Tribune makes a charge of 2 cents
a line.Rates for Classified Advertising are furnished
on application.

SCRANTON, APRIL 3, 1901.

With only 29 miles of paved streets
and less than 58 miles of sewers there
is plenty of work ahead in this city
for the department of public works.

To New to the Line.

THE DECISION of the re-
porter, reached after a con-
ference of parties in interest
and a thorough discussion of
existing needs, to withdraw his con-
templated vote of the reorganization
ordinance, and to commit to a super-
visory committee such changes and
additions as are required to bring the
original measure into conformity with
the charter, insures, among other
things, a full regular department
that can, with proper super-
vision and control, be made efficient.
We assume that the director of public safety will, without
fear or favor, take whatever steps
shall appear to him to be necessary to
enforce such control. In so doing he
will deserve to be sustained by public
opinion.

The property owners of Scranton are
paying at the rate of from \$80,000 to
\$100,000 a year in excess fire insurance
premiums largely because of the dis-
organization which has prevailed in
the local fire department. How much
of this has been due to a faulty system
and how much to faulty control is
a question concerning which there is
no positive information. But the clear
fact of the situation, in any event, is
that a paid department absolutely sub-
ordinate in all its parts to the chief at
its head. Never again should it have
to be confessed by a chief in a Scranton
uniform, as it was recently con-
fessed by one, that at a critical fire
which destroyed some of our finest
business blocks and threatened for a
time the safety of the city he was un-
able to enforce the necessary obedience
to orders. Merit gallantry of individual
herosism and industry at a fire cannot
take the place of system and expert
knowledge of what to do. Discipline
and subordination are imperative.

There is, we feel sure, on the part of
the new administration, no personal
feeling in this matter and no wish to
tread on anybody's toes for the sake of
the friends who constantly start the forest
fires, however, would help the cause
of forestry wonderfully.

Reciprocity with Canada.

SOME IDEA of the enormous
developments already achieved
in contemplation at the
Canadian "Soo" may be
gleaned from the fact that within six
years what are known as the Clergy
Industries, which consisted originally
of an iron works employing two ma-
chines and a foreman have grown
to represent an investment of \$9,000,000
soon to be doubled, and a pay roll of
3000 names, soon to be increased to
8000, with daily wages of \$10,000. There
are a machine shop, foundry and black-
smith shop; a pulp and paper mill;
blast furnaces and a modern steel mill;
a power plant, an electric street rail-
way and a steam railroad projected to
tap Hudson's Bay—all the creations of
Yankee capital and energy working on
Canadian soil.

A few good charges of rock salt dis-
tributed from a shotgun in a judicious
and appropriate manner among the
friends who constantly start the forest
fires, however, would help the cause
of forestry wonderfully.

From a great many parents, in private
conversation, may be heard the complaint:
"My child is not making the progress in school that he or she
should do, as measured by what I
knew of school in my time." With
others it is a matter of constant re-
quest, often of indignation, over the
examination of their children, the number
of tasks required, the too many
subjects of study, the compulsory
pursuing over books and exercises in the
hours that the growing child needs
for sleep or proper recreation. Once
in a while when some tried and worried
mother proposes to interview the principal
about her child's overtasking, to see whether such or such a
study may not be dropped, it is the
child himself or her who pleads
"Don't do it. If I do not pass examina-
tion in all the studies demanded I
cannot get promoted."

That is not the individual teacher's
fault. It is the fault of a system that
needs revision and improvement.

The proposition advanced a few days ago,
thoughtlessly, to introduce butterflies
in numbers as an attraction in
May Ave Park, ought to be imperatively
negated by the public and the park
authorities. There is neither but-
terfly, moth, nor tree beetle, that does
not destroy the foliage and injure the
life of plants and trees. The suggestion
came from London where one of the
parks has, in a zoological garden,
a collection of captive butterflies.
But even "captive" insects escape sometimes, to work innumerable
mischiefs. Witness the elm beetle that
has wrought such destruction of that
beautiful tree, and the gypsy moth
that Massachusetts has spent immense
sums in trying to get rid of—and has
not yet succeeded.

Of course Aymond will take the
oath of allegiance to get out of prison.
But he will not keep it unless his
brood is buttered, and it will not be
buttered. The American people cannot
be taken twice by the same trick.

A recurrence of Freddie Goldfarb is
threatened in the newspaper. Let us
hope this pest may be averted.

TOLD BY THE STARS.

Daily Horoscope Drawn by Ajacchus,
The Tribune Astrologer.

Astrological chart: 1:25 p. m. for Tuesday, April 3,

1901.

Editor of the Tribune.

Sir: Your reporter in his account of the
organization of the city government in today's issue unwittingly puts me in the position of
having to defend myself and become a candidate
in the eyes of the public. I am not a candidate.

Permit me to say that at no time did I become

a candidate for any city office. I had the

confidence of a man to his home, the re-

porter, at the last moment was not at

home for his solicitation, and I became a

candidate for the office of mayor of the

out-of-town court by the power of the

people.

The most important thing in the

purchasing of advertising space is the

ability to judge the character of a

client and this is what the adver-

tisers and publishers need to get together.

Almost any one can live by his wits, but in

some instances the man at dinner time will

not be apt to produce duplicates.

It is only the individual who has never suc-

ceeded in getting out to an office who thinks

he is best qualified to conduct a political

correspondence school.

Ajacchus' Advice.

Since for confirmation, cheerfulness and a dict-

ated smile are more to be desired than

intelligence, citizens of Canada will con-

tinue to allow their country to become

impoverished of her raw materials for

the benefit of the manufacturers of an-

other country who forbid the entry of

her finished products? Boston is com-

peted to use Nova Scotia coal, notwith-
standing she is assessed a duty

which is a material part of the total

cost of the coal. There are but few

paper and paper mills in New England

which are not drawing a portion, and

often a large portion, of their wood

supply from Canada; there is not a lumber

yard from Boston to Chicago which

does not contain Canadian lumber;

there is no nickel-steel worn by

the American navy which did not origi-

nate in Canada. At one time American

brewers found it profitable to pay

any premium demanded for Canadian

beer. If Duluth and Minneapolis millers

could admit Manitoba wheat their

market would be broadened and their

quality improved. Western railroads

require British Columbia coal and

western smelters require British Co-

mmona and, so on through the list

of the industries, until one concludes

that a system of fair exchange might

be effected between Canada and the

United States which would be to the

benefit of all and to the injury of none.

This belief is shared by many Ameri-

cans and is bound to grow as time goes

on.

Something More Than Circulation.

But there is a great deal more than

circulation—circulation, speaking the

number of copies printed and distribut-

ed—is taken into consideration. If

it were simply a question of the num-

ber of copies printed and distributed to

buyers, or even to readers, or even to

possible readers, almost anybody could

make advertising pay.

The man who has a legitimate busi-

ness to advertise can buy space in

publications, the number of circulated

copies of which are unquestioned,

which are demonstrated by the pub-

lishers beyond any question of doubt.

First, it needs to be understood that

the first question asked by the amateur

advertiser and the average advertising

agent is "What is your circulation?"

This intends this to mean: How many

copies do you print, and how many

copies do you sell?

The very young housewife asks the

butter: "How much a pound is your

beef?" as though there were no dif-

ference between shank and tenderloin;

and the cases are similar.

Third, it is always commendable,

but about nine-tenths of all

"Thirst for Knowledge" is either a

form of curiosity which has come down

to us from our simian ancestors, or is

prompted by a desire to "get the bet-

ter of the other fellow" in the way of

knowledge to brag about and trade upon.

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